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W. Lomson
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EFS ID: 66548
Application ID: 09824434
Title of Invention: Grouping of Advertisements on
an Advertising Channel in a
Targeted Advertisement System
First Named Inventor: Charles Eldering
Domestic/Foreign Application: Domestic Application
Filing Date: 2001-04-02
Effective Receipt Date: 2004-08-12
Submission Type: Information Disclosure
Statement
Filing Type:
Confirmation number: 8189
Attorney Docket Number: T721-22



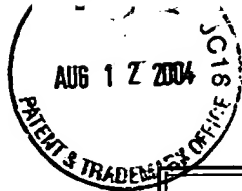
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Technology Center 2600

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TRANSMITTAL

Electronic Version v1.1
Stylesheet Version v1.1.0

| Title of Invention | Grouping of Advertisements on an Advertising Channel in a Targeted Advertisement System | | | | | | | | | | | | | | | |
|--|--|--|---|---------------------------|--|---|--|------------|------------------------|---------|----------------------|------|-------------------------|--|---------|--|
| <table><tr><td>Application Number:</td><td>09/824434</td><td rowspan="4"></td><td rowspan="4">RECEIVED AUG 1 6 2004 Technology Center 2600</td></tr><tr><td>Date:</td><td>2001-04-02</td></tr><tr><td>First Named Applicant:</td><td>Charles</td></tr><tr><td>Confirmation Number:</td><td>8189</td></tr><tr><td colspan="2">Attorney Docket Number:</td><td colspan="2">T721-22</td></tr></table> | | | Application Number: | 09/824434 |  | RECEIVED AUG 1 6 2004 Technology Center 2600 | Date: | 2001-04-02 | First Named Applicant: | Charles | Confirmation Number: | 8189 | Attorney Docket Number: | | T721-22 | |
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| Confirmation Number: | 8189 | | | | | | | | | | | | | | | |
| Attorney Docket Number: | | T721-22 | | | | | | | | | | | | | | |
| <p>I hereby certify that the use of this system is for OFFICIAL correspondence between patent applicants or their representatives and the USPTO. Fraudulent or other use besides the filing of official correspondence by authorized parties is strictly prohibited, and subject to a fine and/or imprisonment under applicable law.</p> <p>I, the undersigned, certify that I have viewed a display of document(s) being electronically submitted to the United States Patent and Trademark Office, using either the USPTO provided style sheet or software, and that this is the document(s) I intend for initiation or further prosecution of a patent application noted in the submission. This document(s) will become part of the official electronic record at the USPTO.</p> | | | | | | | | | | | | | | | | |
| <table border="1"><thead><tr><th>Submitted by:</th><th>Elec. Sign.</th><th>Sign. Capacity</th></tr></thead><tbody><tr><td>Douglas J Ryder Registered Number: 43,073</td><td>/djr/</td><td>Attorney</td></tr></tbody></table> | | | | Submitted by: | Elec. Sign. | Sign. Capacity | Douglas J Ryder Registered Number: 43,073 | /djr/ | Attorney | | | | | | | |
| Submitted by: | Elec. Sign. | Sign. Capacity | | | | | | | | | | | | | | |
| Douglas J Ryder Registered Number: 43,073 | /djr/ | Attorney | | | | | | | | | | | | | | |
| <table><tr><td>Documents being submitted</td><td>Files</td></tr><tr><td>us-ids</td><td>T721-22_08-02-04_IDS-usidst.xml</td></tr><tr><td></td><td>us-ids.dtd</td></tr><tr><td></td><td>us-ids.xsl</td></tr></table> | | | | Documents being submitted | Files | us-ids | T721-22_08-02-04_IDS-usidst.xml | | us-ids.dtd | | us-ids.xsl | | | | | |
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| | us-ids.xsl | | | | | | | | | | | | | | | |
| <p>Comments</p> <p>Comments added at the request of EBC to avoid error messages.</p> | | | | | | | | | | | | | | | | |



ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

| Title of Invention | Grouping of Advertisements on an Advertising Channel in a Targeted Advertisement System | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|------------|------------|------------|------|----------|----------|-------|----------|--|---|---------|------------|---------|--|--|--|--|---|---------|------------|------|--|--|--|--|---|---------|------------|--------|--|--|--|--|---|---------|------------|---------|--|--|--|--|---|---------|------------|---------|--|--|--|--|---|---------|------------|-----------|--|--|--|--|---|---------|------------|--------|--|--|--|--|---|---------|------------|---------|--|--|--|--|---|---------|------------|------|--|--|--|--|----|---------|------------|------------|--|--|--|--|----|---------|------------|-------|--|--|--|
| <p>Application Number: 09/824434</p> <p>Confirmation Number: 8189</p> <p>First Named Applicant: Charles Eldering</p> <p>Attorney Docket Number: T721-22</p> <p>Art Unit: 2611</p> <p>Examiner: Christopher Grant</p> <p>Search string: (4602279 or 5099319 or 5231494 or 5446919 or 5534911 or 5559549 or 5585858 or 5724091 or 5752160 or 5761601 or 5966120 or 5990927 or 6009410 or 6029045 or 6088722 or 6418122 or 6425131 or 6434747 or 6446082 or 6459427 or 6463585 or 6487721 or 6516002 or 6615039 or 6631523 or 6675385 or 6718551 or 6724974 or 6738978 or 20020026645 or 20020038455 or 20020104083 or 20020129374 or 20030200128).pn.</p> <p>RECEIVED AUG 16 2004 Technology Center 2600</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <h3>US Patent Documents</h3> <p>Note: Applicant is not required to submit a paper copy of cited US Patent Documents</p> <table border="1"><thead><tr><th>init</th><th>Cite.No.</th><th>Patent No.</th><th>Date</th><th>Patentee</th><th>Kind</th><th>Class</th><th>Subclass</th></tr></thead><tbody><tr><td></td><td>1</td><td>4602279</td><td>1986-07-01</td><td>FREEMAN</td><td></td><td></td><td></td></tr><tr><td></td><td>2</td><td>5099319</td><td>1992-03-01</td><td>ESCH</td><td></td><td></td><td></td></tr><tr><td></td><td>3</td><td>5231494</td><td>1993-07-01</td><td>WACHOB</td><td></td><td></td><td></td></tr><tr><td></td><td>4</td><td>5446919</td><td>1995-08-01</td><td>WILKINS</td><td></td><td></td><td></td></tr><tr><td></td><td>5</td><td>5534911</td><td>1996-07-01</td><td>LEVITAN</td><td></td><td></td><td></td></tr><tr><td></td><td>6</td><td>5559549</td><td>1996-09-01</td><td>HENDRICKS</td><td></td><td></td><td></td></tr><tr><td></td><td>7</td><td>5585858</td><td>1996-12-01</td><td>HARPER</td><td></td><td></td><td></td></tr><tr><td></td><td>8</td><td>5724091</td><td>1998-02-01</td><td>FREEMAN</td><td></td><td></td><td></td></tr><tr><td></td><td>9</td><td>5752160</td><td>1998-05-01</td><td>DUNN</td><td></td><td></td><td></td></tr><tr><td></td><td>10</td><td>5761601</td><td>1998-06-01</td><td>NEMIROFSKY</td><td></td><td></td><td></td></tr><tr><td></td><td>11</td><td>5966120</td><td>1999-10-01</td><td>ARAZI</td><td></td><td></td><td></td></tr></tbody></table> | | init | Cite.No. | Patent No. | Date | Patentee | Kind | Class | Subclass | | 1 | 4602279 | 1986-07-01 | FREEMAN | | | | | 2 | 5099319 | 1992-03-01 | ESCH | | | | | 3 | 5231494 | 1993-07-01 | WACHOB | | | | | 4 | 5446919 | 1995-08-01 | WILKINS | | | | | 5 | 5534911 | 1996-07-01 | LEVITAN | | | | | 6 | 5559549 | 1996-09-01 | HENDRICKS | | | | | 7 | 5585858 | 1996-12-01 | HARPER | | | | | 8 | 5724091 | 1998-02-01 | FREEMAN | | | | | 9 | 5752160 | 1998-05-01 | DUNN | | | | | 10 | 5761601 | 1998-06-01 | NEMIROFSKY | | | | | 11 | 5966120 | 1999-10-01 | ARAZI | | | |
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| | 2 | 5099319 | 1992-03-01 | ESCH | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 3 | 5231494 | 1993-07-01 | WACHOB | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 4 | 5446919 | 1995-08-01 | WILKINS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 5 | 5534911 | 1996-07-01 | LEVITAN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 6 | 5559549 | 1996-09-01 | HENDRICKS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 7 | 5585858 | 1996-12-01 | HARPER | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 8 | 5724091 | 1998-02-01 | FREEMAN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | 9 | 5752160 | 1998-05-01 | DUNN | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
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| | 12 | 5990927 | 1999-11-01 | HENDRICKS |
| | 13 | 6009410 | 1999-12-01 | ADLER |
| | 14 | 6029045 | 1997-12-01 | PICCO |
| | 15 | 6088722 | 2000-02-01 | HERZ |
| | 16 | 6418122 | 2002-07-01 | SCHOENBLUM |
| | 17 | 6425131 | 2002-07-01 | CRANDALL |
| | 18 | 6434747 | 2002-08-01 | KHOO |
| | 19 | 6446082 | 2002-09-01 | ARITA |
| | 20 | 6459427 | 2002-10-01 | MAO |
| | 21 | 6463585 | 2002-10-01 | HENDRICKS |
| | 22 | 6487721 | 2002-11-01 | SAFADI |
| | 23 | 6516002 | 2003-02-01 | HUANG |
| | 24 | 6615039 | 2003-09-01 | ELDERING |
| | 25 | 6631523 | 2003-10-01 | MATTHEWS |
| | 26 | 6675385 | 2004-01-01 | WANG |
| | 27 | 6718551 | 2004-04-01 | SWIX |
| | 28 | 6724974 | 2004-04-01 | NARUTO |
| | 29 | 6738978 | 2004-05-01 | HENDRICKS |

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US Published Applications

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| init | Cite.No. | Pub. No. | Date | Applicant | Kind | Class | Subclass |
|------|----------|-------------|------------|------------|------|-------|----------|
| | 1 | 20020026645 | 2002-02-01 | SON | | | |
| | 2 | 20020038455 | 2002-03-01 | SRINIVASAN | | | |
| | 3 | 20020104083 | 2002-08-01 | HENDRICKS | | | |
| | 4 | 20020129374 | 2002-09-01 | FREEMAN | | | |
| | 5 | 20030200128 | 2003-10-01 | DOHERTY | | | |

Signature

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|---------------|------|
| Examiner Name | Date |
| | |